

CONTRACT

WCPO
1720 Gilbert Ave.
Cincinnati, OH 45202
wcpo.com (513)721-9900
kypost.com

Contract / Revision	Alt Order #	
287414 /		
Product		
Winning Our Future		
Contract Dates	Estimate #	
02/28/12 - 03/06/12		
Advertiser	Original Date / Revision	
Winning Our Future	02/27/12 / 02/27/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WCPO	Daniel Baylog	EWS - Washing
Special Handling		
Demographic		
Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

And:

Media Advantage LLC
3931 S Sherwood Forrest Blvd
Baton Rouge, LA 70817

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1	WCPO	02/28/12	03/02/12	M-F GMTS 5-6a	5-6a		:30			NM	2 \$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$150.00		
N 2	WCPO	02/28/12	03/02/12	M-F GMTS 6-7a	6-7a		:30			NM	1 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				1	\$400.00		
N 3	WCPO	02/28/12	03/05/12	M-F GMA 7-9am	7-9a		:30			NM	3 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$400.00		
		Week: 03/05/12	03/11/12	M-----				1	\$400.00		
N 4	WCPO	02/28/12	03/02/12	Live with Regis and Kelly	M-F 9-10a		:30			NM	2 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$300.00		
N 5	WCPO	02/28/12	03/02/12	M-F 12-1p News	12-1p		:30			NM	2 \$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$400.00		
N 6	WCPO	02/28/12	03/02/12	M-F 5-530p News	5-530p		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,000.00		
N 7	WCPO	02/28/12	03/02/12	M-F 530-6p News	528-6p		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,000.00		
N 8	WCPO	02/28/12	03/05/12	M-F 6-630p News	558-630p		:30			NM	4 \$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				3	\$1,000.00		
		Week: 03/05/12	03/11/12	M-----				1	\$1,000.00		
N 9	WCPO	02/28/12	03/02/12	M-Su 630-7p WNT	628-7p		:30			NM	1 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				1	\$1,200.00		
N 10	WCPO	02/28/12	03/02/12	Wheel of Fortune	M-F 7-730p		:30			NM	2 \$3,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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Contract / Revision 287414 /	Alt Order #
Contract Dates 02/28/12 - 03/06/12	Product Winning Our Future
Advertiser Winning Our Future	Original Date / Revision 02/27/12 / 02/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$1,500.00		
N 11	WCPO	02/28/12	03/02/12	Jeopardy	M-F 730-8p		:30			NM	2 \$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTF--				2	\$1,700.00		
N 12	WCPO	02/28/12	03/04/12	M-SU 11p Late News	11-1135p		:30			NM	2 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-TWTFS				2	\$900.00		
N 13	WCPO	03/03/12	03/03/12	SA 5-6am	5-6a		:30			NM	1 \$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$75.00		
N 14	WCPO	03/03/12	03/03/12	SA 6-7am	6-7a		:30			NM	1 \$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$150.00		
N 15	WCPO	03/03/12	03/03/12	SA GMA 7-8a	7-8a		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$250.00		
N 16	WCPO	03/03/12	03/03/12	SA GMTS 8-9a	8-9a		:30			NM	1 \$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$275.00		
N 17	WCPO	03/03/12	03/03/12	SA 6-7p News	558-7p		:30			NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$600.00		
N 18	WCPO	03/04/12	03/04/12	SU 6-7am	6-7a		:30			NM	1 \$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$150.00		
N 19	WCPO	03/04/12	03/04/12	SU GMTS 8-9a	8-9a		:30			NM	1 \$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$325.00		
N 20	WCPO	03/04/12	03/04/12	SU9-10a	9-10a		:30			NM	1 \$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 02/27/12	03/04/12	-----S-				1	\$400.00		

Totals 31 \$20,925.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/05/12	31	\$20,925.00	\$17,786.25
Totals	31	\$20,925.00	\$17,786.25

Signature: _____ Date: _____

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